

ABSTRACT OF THE DISCLOSURE

A process and system of supplying information includes providing to a user a portable device having a device identification code stored on or in the portable device, identifying by the user of an information destination to which information is to be supplied when the user utilizes the portable device, associating the identified information destination to the device identification code of the portable device provided to the user, disposing a reader within or near a physical location about which information is to be provided, the reader having an associated reader identification code, identifying to a control center information associated with the reader identification code and relating to the physical location, visiting by the user of the physical location, reading by the reader of the device identification code stored on or in the portable device, supplying to a control center the reader identification code and the device identification code of the portable device read by the reader, and supplying by the control center the information associated with the supplied reader identification code to the information destination associated with the supplied device identification code of the portable device.